



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

SN

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/927,485	08/10/2001	Mike Anderson	40229.IUSU1	5292
23552	7590	03/23/2005	EXAMINER	
MERCHANT & GOULD PC P.O. BOX 2903 MINNEAPOLIS, MN 55402-0903			HENDERSON, MARK T	
		ART UNIT	PAPER NUMBER	
		3722		

DATE MAILED: 03/23/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

8W

Office Action Summary	Application No.	Applicant(s)
	09/927,485	ANDERSON, MIKE
	Examiner Mark T Henderson	Art Unit 3722

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 16 June 2004.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 2-7 and 9-53 is/are pending in the application.
- 4a) Of the above claim(s) 21-53 is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 2-7 and 9-20 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
 Paper No(s)/Mail Date _____
- 4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date. _____
- 5) Notice of Informal Patent Application (PTO-152)
 6) Other: _____

Art Unit: 3722

DETAILED ACTION

Faxing of Responses to Office Actions

In order to reduce pendency and avoid potential delays, TC 3700 is encouraging FAXing of responses to Office Actions directly into the Group at (703)872-9302 (Official) and (703)872-9303 (for After Finals). This practice may be used for filing papers which require a fee by applicants who authorize charges to a PTO deposit account. Please identify the examiner and art unit at the top of your cover sheet. Papers submitted via FAX into TC 3700 will be promptly forwarded to the examiner.

1. Reconsideration of the rejected claims has been requested by applicant.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

Art Unit: 3722

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 2-7, 9 and 10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kassab (6,258,200) in view of Langen (5,290,067).

Kassab discloses in Fig. 14, a label which can be applied to a car window comprising: a vinyl transparent information sheet comprising text that is visible through the window and formed from a material having static-cling properties wherein the sheet can be removably affixed to a vehicle window wherein an end user's vision would not be impaired (Col. 9, lines 1-11); and also including in a second embodiment wherein an opaque base sheet (30) that has static cling properties (Fig. 5-7) permitting the base sheet to be removed and affixed to the vehicle window.

Kassab further teaches any indicia can be placed on the label.

However, Kassab does not disclose: a display of MSRP information, wherein the text is providing vehicle fuel efficiency; text is white in color; text provides information related to country of origin; wherein the text is flexographically or screen printed.

Langen discloses in Fig. 2, a label for displaying MSRP information (Col. 1, lines 50-59) comprising MSRP text (23) on the information sheet, wherein the text is visible through the window and does not impair the vision of a driver of the motor vehicle (due to transparency). Langen further discloses wherein the text provides vehicle fuel efficiency (29).

Art Unit: 3722

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Kassab's label with the indicia taught by Langen' label for the purpose of providing vehicle information to a potential vehicle purchaser.

In regards to **Claim 7**, it would have been obvious to one having ordinary skill in the art at the time the invention was made to place any desired indicia, since it would only depend on the intended use of the assembly and the desired information to be displayed. Further, it has been held that when the claimed printed matter is not functionally related to the substrate it will not distinguish the invention from the prior art in terms of patentability. Also, in the present case, there appears to be no new or unobvious structural relationship between the printed matter and the substrate. Therefore, the label of Kassab is capable of displaying information indicia related to a country of origin of manufacture.

In regards to **Claims 4**, Kassab teaches that the label can be made from vinyl, but is silent with respect to the particular type of vinyl. However, it would have been obvious to one having ordinary skill in the art at the time the invention was made to construct the base and information sheet of any desirable material, since it has been held to be within the general skill of a worker in the art to select a known material on the basis of its suitability for the intended use as a matter of obvious design choice. Furthermore, applicant has not noted the particular type of vinyl was critical to the invention.

In regards to **Claim 5** with respect to the color of the indicia, matters related to the choice of ornamentation producing no mechanical effect or advantage considered to constitute the

Art Unit: 3722

invention are considered obvious and do not impart patentability. Therefore, it would have been obvious to have the text in any desirable color.

In regards to **Claims 9 and 10**, the text being flexographically and screen printed does not structurally limit the claim. The patentability of a product does not depend on its method of production. If the product in the product-by-process claim is the same as or obvious from a product of the prior art, the claim is unpatentable even though the prior art was made by a different process (see MPEP 2113). Therefore, it would be obvious to print the text by any type of printing process.

3. Claims 11-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Wallace et al (GB-2,217,256) in view of Langen.

Wallace et al discloses in Fig. 1, a label for applying to a window comprising: a polyvinyl chloride transparent information sheet (1) comprising text (Page 1, lines 29-30) that is visible through the window and formed from a material having static-cling properties, wherein the sheet can be removably affixed to a window; an opaque base sheet (3) that has static cling properties (Fig. 5-7) permitting the base sheet to be removed and affixed to the vehicle window; wherein the base sheet comprises polyvinyl chloride (Page 2, lines 35 and 36).

However, Wallace et al does not disclose: a display of MSRP information, wherein the text is providing vehicle fuel efficiency; text is white in color; text provides information related to country of origin; wherein the text is flexographically or screen printed.

Art Unit: 3722

Langen discloses in Fig. 2, a label for displaying MSRP information (Col. 1, lines 50-59) comprising MSRP text (23) on the information sheet, wherein the text is visible through the window and does not impair the vision of a driver of the motor vehicle (due to transparency). Langen further discloses wherein the text provides vehicle fuel efficiency (29).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Wallace et al's label with information indicia on a label taught by Langen for the purpose of providing vehicle information to a potential vehicle purchaser.

In regards to **Claims 15 and 20**, it would have been obvious to one having ordinary skill in the art at the time the invention was made to place any desired indicia on the transparent information sheet, since it would only depend on the intended use of the assembly and the desired information to be displayed. Further, it has been held that when the claimed printed matter is not functionally related to the substrate it will not distinguish the invention from the prior art in terms of patentability. Also, in the present case, there appears to be no new or unobvious structural relationship between the printed matter and the substrate. Therefore, the label of Wallace et al is capable of displaying information indicia related to a country of origin of manufacture.

Art Unit: 3722

Response to Arguments

4. Applicant's arguments filed on September 16, 2003 have been fully considered but they are not persuasive.

In response to applicant's arguments that the references do not disclose a substantially transparent information sheet with printed MSRP information on the sheet, wherein the sheet exhibits static cling properties, the examiner submits that Kassab as modified by Langen does indeed disclose a transparent information sheet with printed MSRP information on the sheet, and wherein the sheet exhibits static-cling properties.

In regards to applicant's argument that the references do not disclose a transparent information sheet removably attached to an opaque base sheet, the examiner submits that Wallace et al discloses a label comprising two PVC sheets which can be removably attached to one another, wherein one PVC can be transparent with printed indicia, and the other can be an opaque sheet.

Prior Art References

The prior art references listed in the attached PTO-892, but not used in a rejection of the claims, are cited for (their/its) structure. Stonehouse, Shanley, Cooledge et al, Zell, and Rubino discloses similar labels.

Art Unit: 3722

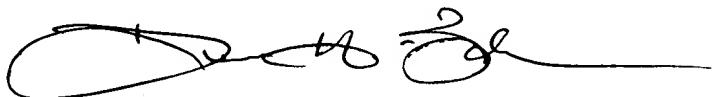
Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mark T. Henderson whose telephone number is (703)305-0189. The examiner can be reached on Monday - Friday from 7:30 AM to 3:45 PM. If attempts to reach the examiner by telephone are unsuccessful, the examiner supervisor, A. L. Wellington, can be reached on (703) 308-2159. The fax number for TC 3700 is (703)-872-9302. Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the TC 3700 receptionist whose telephone number is (703)308-1148.



MTH

March 16, 2005



DERRIS H. BANKS
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3700